



Week ending March 16, 2007

Mayor, Members of the City Council, and the Community Members:

CITYWIDE WEEKLY HIGHLIGHTS REPORT

The *Citywide Weekly Report* highlights various activities throughout the City for the week. Consistent with our mission to ensure equal access to opportunity, education, and quality of life for every man, woman and child regardless of their race, religion, age or socio-economic status, this report will work to organize our weekly achievements so that we can measure and maximize our management and performance toward reaching our goals. It is our intent that this report will help to improve communications about the programs and services provided to both the City Council and the community.

Please contact the Public Affairs Department at 559-621-7777 with any questions.

MAJOR WEEKLY HIGHLIGHTS

Fire

- On March 3, 2007, while off duty Fire Engineer Kenny Belmont noticed smoke coming from the rear of his neighbor's home and immediately called 9-1-1. Entering the backyard he noticed an advancing fire involving a cardboard and pallet enclosure housing three puppies. Fire Engineer Belmont grabbed a garden hose and extinguished the fire. If not for the quick and decisive actions of Fire Engineer Belmont, the fire would no doubt have extended into the home through the broken window. (Sections from a letter to Chief Bruegman from Clovis Fire Chief Aston.)

WEEKLY NEWS

KEY RESULT AREA: PUBLIC SAFETY

Fire

- From March 10 through March 15 at 1500 hours, fire crews responded to 412 incidents.

KEY RESULT AREA: ECONOMIC DEVELOPMENT

Economic Development

- The commission's new easy to locate website jumped onto the Worldwide Web on March 14th at www.fresnofilm.com.
- On March 7th, Melodee Schwamb presented information about the City of Fresno's Municipal Restoration Zone (MRZ) to Fresno CREW (Commercial Real Estate Women). The MRZ provides four basic tax incentives: Business License Refunds; Hiring Credits; Reduction of building Permit and/or Entitlement Fees; and Sales and Use Tax/Real Property Tax Refunds.

KEY RESULT AREA: CUSTOMER SERVICE

Parks and Recreation

- The PRCS Mobile Fitness and Mobile Science Vehicles were displayed last week at the CPRS Conference in Sacramento. Staff was able to show thousands in the Recreation community the capabilities of the vehicles, and to demonstrate hands on science and fitness activities. Optistreams and Stewardship Council, partners of the Mobile Fitness Vehicle, were so impressed with the vehicle and display; they'd like to partner with PRCS to host a seminar at the CPRS 2008 conference to outline 'how Fresno did it.'
- A Lane School student, who began as one of the lowest performing students, graduated from the literacy program after completing all 44 Pathways and became one of the top readers in the program.

Public Utilities

- DPU won a Gold ADDY® Award March 9th for the Web Recycling Game on the Solid Waste Web site. The category was "Public Service / Interactive". ADDY® Awards are the advertising industry's largest and most representative competition, recognizing creative excellence and the very best advertising worldwide.

Public Works

- New Traffic Signal at Behymer & Willow to be activated.
- Completed tree project in the Tower District.
- Tree crews answered 26 emergency tree calls. Planted 22 #15 Chinese Pistache trees on Olive Ave. in the Tower Dist.
- Painted: 3250 linear feet of curb markings.
- Used 177 tons of Asphalt to repair the Valley Gutter and T-intersection on Santa Ana/Bonadelle.
- Used 33 tons of Asphalt to repair 25-30 sink holes, AC around Valley Gutters and to repair Utility cuts.
- Used 12 Tons of plant mix in the repair of approximately 100 pot holes

General Services

- This week Facilities Management completed their portion of the finishing touches on the Saroyan Theater and Plaza remodel. Facilities staff also completed the

installation of restrooms at Roeding Park and began the concrete work for the senior recreation area at the Ted C. Wills Community Center.

- Fleet Management's LNG 15,000 gallon (Liquid Natural Gas) station is now operational. The capacity addition represents the City's ongoing investment in alternate fuel infrastructure.
- Fleet Management is now placing completed Dodge Charger police cars into service. The short-term goal is to deliver 107 high quality lower cost vehicles before the end of the fiscal year. The long term goal is to build in house all future City of Fresno patrol cars and possibly patrol vehicles for other local law enforcement agencies.

Transportation

- On Monday, March 12, 2007, FAX added five new stops to its free Midday Trolley service, making lunchtime connections even more convenient. To kick-off the enhanced Midday Trolley service, FAX is offering an incentive to ride the trolley. Visit any participating Downtown restaurant, and receive a Midday Trolley voucher. Next, ride the Midday Trolley, have the voucher validated, then present the validated voucher to any participating Downtown restaurant by April 30, 2007, and receive \$2.00 off any purchase of \$4.00 or more.